Hamburg Port Authority
Logistics Hub

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Today's challenges in logistics

…as well as in company environments, like logistics hubs

***Source:** Survey of forwarding agents participating in the Smart Port Logistics project, Hamburg Port Authority

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SAP Leonardo

Hamburg Port Authority
steering course for the connected port of the future

Prepared for **2x** increase in cargo handling

5 minutes driving saved per truck and tour

with SAP Networked Logistics Hub

"What fascinates me most about the [smartPORT logistics] project is its power of innovation and the collaboration with strong partners"

Sascha Westermann
Operational IT Traffic Management, Hamburg Port Authority

"Our aim is to gradually interconnect all modes of transport – from waterways and roads all the way to the railway"

Video on YouTube

Key Challenges

- Restricted road capacity within the port of Hamburg
- Limited options for modifying the roads to take more vehicles
- Need for an efficient traffic management system to support the growth of the port from 9 millions containers to 25 millions in 2025

Why SAP

- SAP HANA Cloud platform provided the mobile, cloud-based platform on which all other IT services could resides

Key Benefits

- Reduced idle time for the carrier
- The driver receives direct information about when to load / unload the freight

The truck park can fill in their parking slots more conveniently

HPA achieves higher turnover and smoother traffic in the airport

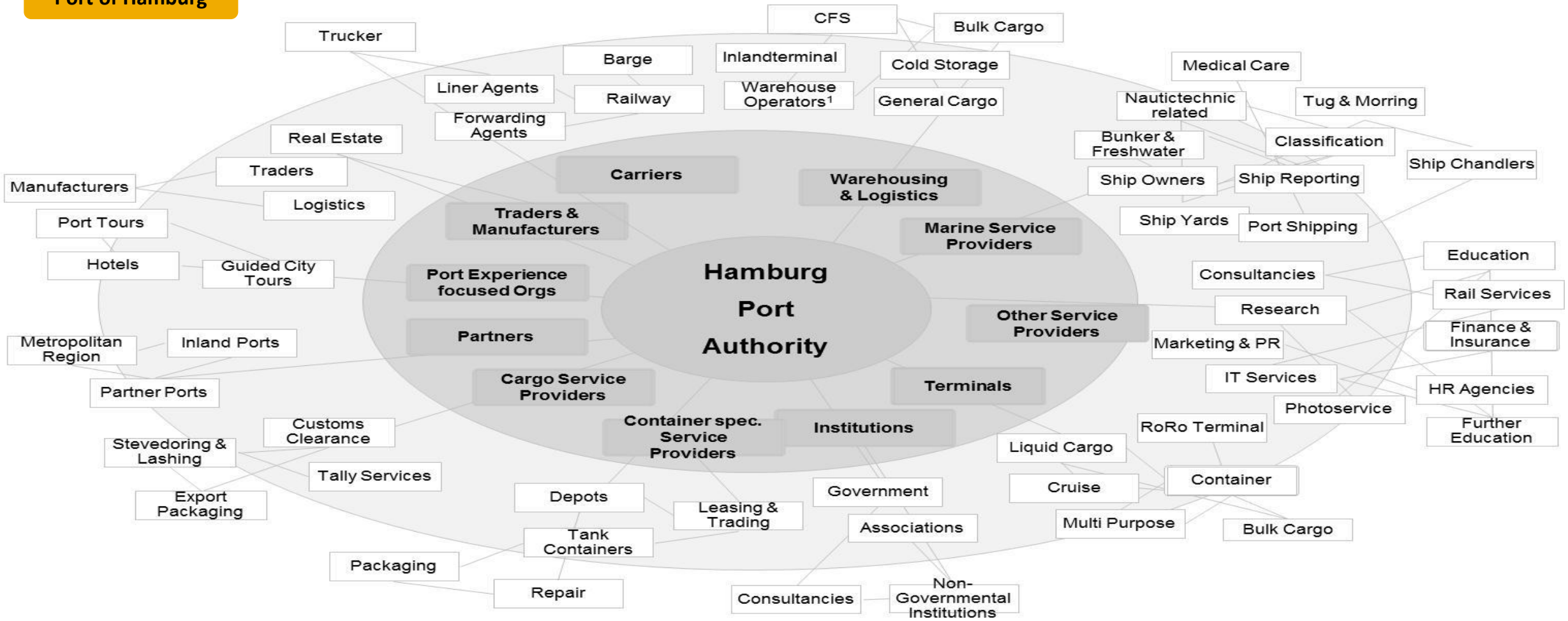
SAP Solution

- SAP HANA

HPA The challenge:

A Port comprises hundreds of companies and authorities that mostly work on bilateral, 1:1 agreements

Port of Hamburg



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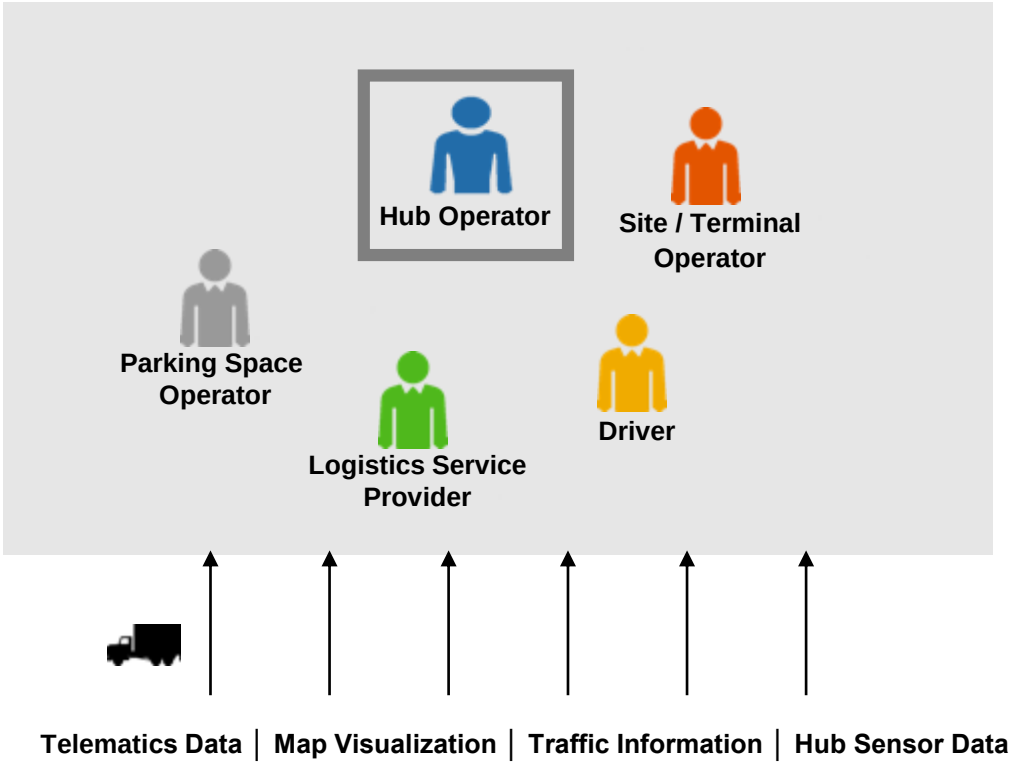
SAP Networked Logistics Hub

A Business Network for Collaboration



Optimize not only the silos, but *across* the ecosystem – with real-time transparency

Capture the geo location of transportation units

Define geo fences for automatic and manual notifications

Monitor transportation units as they move along the supply chain

Collaborate with direct and indirect business partners

Software as a service, based on the SAP HANA Cloud Platform

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SAP Networked Logistics Hub

Involved Parties and their contribution

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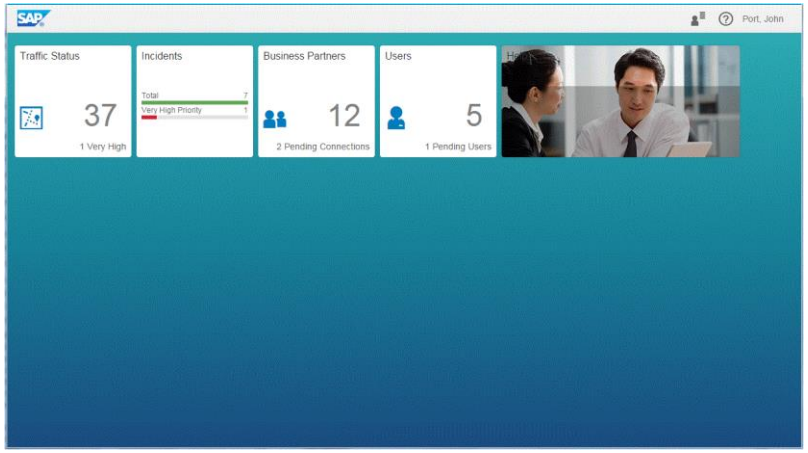
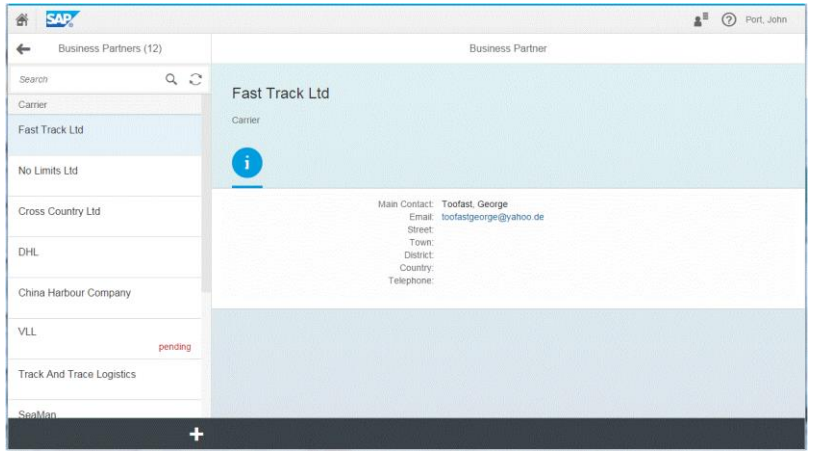
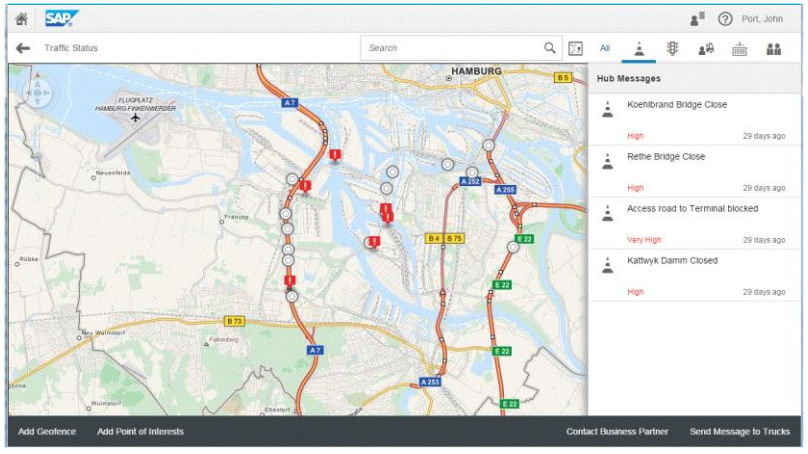
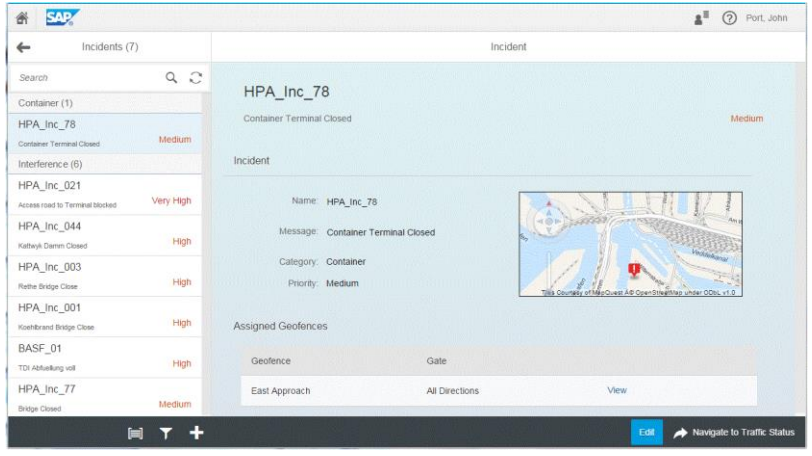
Hub Operator
Look & Feel





Manages network | monitors anonymous hub-bound traffic | maintains geo fences and points of interest | informs of incidents & sends notifications (automatic using geo fences or manual)





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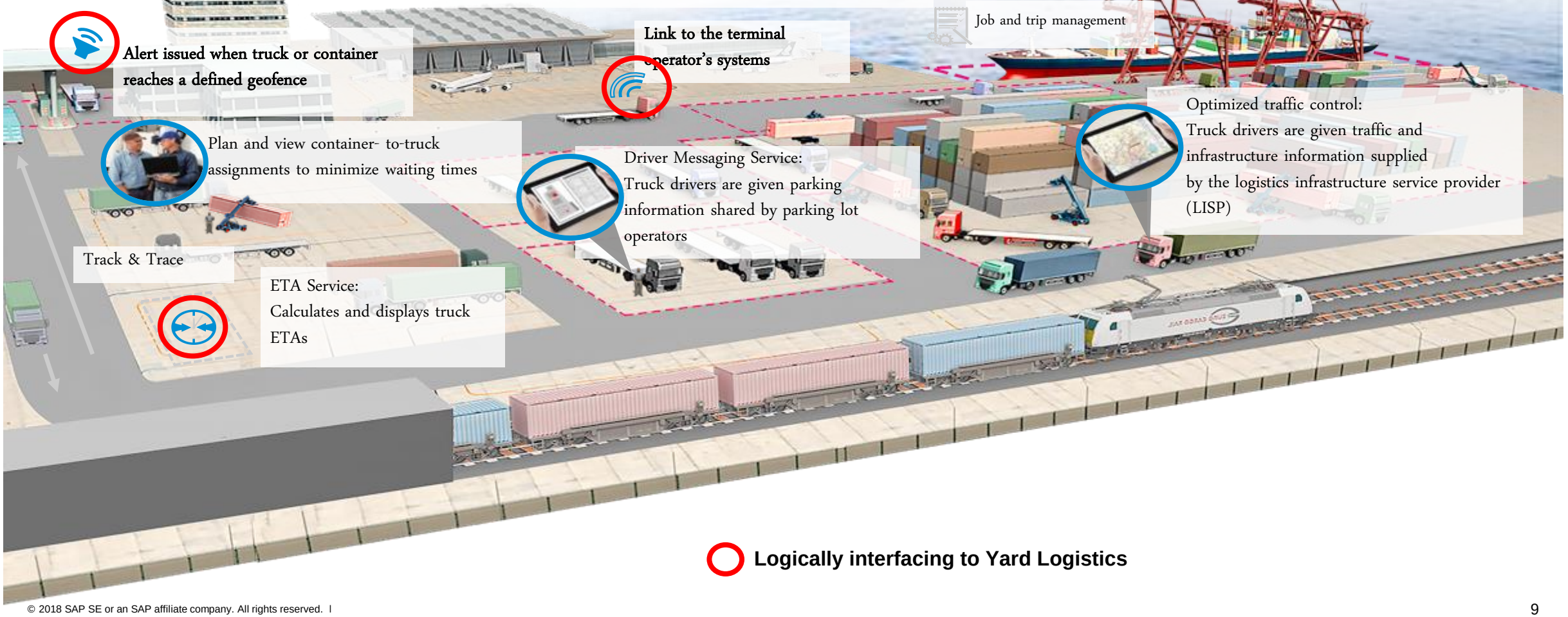
Features for Transportation and Logistics businesses

Real time monitoring of Terminal resource and cargo movements

Logistic Hubs can address the complex and fast-changing needs of diverse stakeholders by creating a self-regulating ecosystem based on the business web -- enhancing their traffic and infrastructure management capabilities



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Thank you.

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